

28. March 2023,
10.00 - 12.30



Embassy of Sweden
Budapest

SWEDISH
COMPANIES
VALUE
EQUALITY



The **Embassy of Sweden**, the **Swedish Chamber of Commerce** and **WeAreOpen** cordially invite you to join the Leadership Brunch on

The business case for gender equality

Sweden ranks first in the EU Gender Equality Index and many Swedish companies work actively to ensure diversity and gender equality at the workplace.

The event will bring together business leaders to discuss the role of gender equality and diversity in their business strategy.

The “fishbowl” format of the discussion will enable the audience to actively participate in the discussion.

Venue: Residence of the Ambassador of Sweden,
Diana utca 16/C, 1125 Budapest

**PARTICIPATION AT THE EVENT IS FREE OF CHARGE,
BUT REGISTRATION IS COMPULSARY BY 24 MARCH**

Please consider that places are limited.

Agenda:

9.45 – Registration, networking

10.20 – **Opening remarks by Dag Hartelius, Ambassador of Sweden and Roland Jakab, President, Swedish Chamber of Commerce in Hungary**

10.30 – **“The means and advantages of gender equality”**
keynote speech by **László Molnár**, Head of Division,
Health and Medical Hungary and South East Europe, **Essity**

10.50 – Round table discussion with:

- **Lilla Gergács**, HR Manager Hungary, **Autoliv**
- **Judit Ignácz**, DEI Strategist, Program Director at **Uccu Roma**
Informal Educational Foundation
- **Aurelia Luca**, Executive Vice President Operations Hungary
and Romania at **Skanska**
- **György Nagy**, Country Manager at Sigma Technology
Hungary, Executive VP at **Sigma Technology Group**
- **Helga Sásdi**, CEO, **Publicis Groupe Hungary** and Co-CEO of
Publicis Le Pont, Chair of the Board of **WeAreOpen**

11.45 – Light buffet lunch and networking

Facilitator: Nóra Várady, CEO of WeAreOpen

Companies and organizations that will be represented at our event are regularly acknowledged for their diversity efforts:

- Diversity is an integral part of successful decision-making and creates long-term sustainable shareholder value for **Autoliv**, the largest Swedish manufacturing company in Hungary
- **Essity**, the hygiene and health company was for the second time designated [European Leader in Diversity by Financial Times](#).
- **Judit Ignácz** is engaged in DEI strategy and advocating for Romani feminism, rights and intersectionality. She is an author, has been publishing articles on the topics of human rights, feminism and issues affecting the BIPOC community in leading Hungarian media outlets.
- **Publicis Groupe Hungary** is Hungary's largest creative and media market player, where diversity is one of the basic conditions for outstanding business operations.
- According to Universum, the global Employer Branding Agency, **Sigma Technology** is Sweden's Most Recommended Workplace and it has a lot to do with a company culture based on diversity.
- **Skanska** fosters a workplace culture that supports diversity and gender equality on all levels. They have balanced gender proportions in the company, including in the senior leadership team, and they equally support all their colleagues in their personal and professional development.
- **WeAreOpen** is a Hungary-based Diversity, Equity, and Inclusion organization that helps companies become more open. We offer memberships, services, workshops, talks, and other programs to support companies in improving their workplace culture.

